GE
Lighting

retail

catch of the day: energy savings

LED lighting helped restore cherished landmark while saving an estimated 80% in lighting energy usage

New San Francisco crab wheel glows with savings thanks to GE Tetra® PowerStrip LED sign lighting

THE SITUATION

On San Francisco's northern waterfront lies the world-renowned historic fishing district, Fisherman's Wharf. The city's most popular tourist destination attracts more than 10 million visitors a year who, at the gateway, can glimpse a nearly 16-foot iconic symbol of the area's rich history and vibrant culture—the "crab wheel." The original crab wheel sign was constructed with plywood and sheet metal that became weathered over time due to saltwater and rust damage. Seeking to extend the life of one of the city's most photographed landmarks, the Fisherman's Wharf Community Benefit District (CBD) contracted GE Lighting and Arrow Sign Company to redesign the wheel with durability and efficiency in mind.

THE SOLUTION

The crab wheel was rebuilt using aluminum, polycarbonate and high-density foam materials, while the original wood handles lining its perimeter were kept intact. GE donated its Tetra® PowerStrip LED sign lighting to replace the traditional T12 fluorescent tube lighting previously used in the sign.

The new sign will consume 80% less energy for Fisherman's Wharf, with the LED lighting system using 676 total watts versus the 4,000 total watts used with the previous fluorescent lamp layout. Additionally, the switch to LED lighting means greater longevity for the sign's lighting system due to a rated fixture lifetime of 50,000 hours.

"With its location in the heart of a large tourist area, service calls and permits to the crab wheel are difficult, expensive and inconvenient for visitors. We expect the sign's new LED lighting to significantly reduce our annual maintenance spend."

- Troy Campbell, Executive Director, Fisherman's Wharf CBD

For more information, visit **gelighting.com/retail**.

OPERATING IMPACT

- 80% less energy consumed with LED vs. previous fluorescent system
- Reduced maintenance time and costs

ENVIRONMENTAL IMPACT

- Reduced energy usage furthers the CBD Sustainability Committee's mission to "become 100% sustainable by the year 2020"

imagination at work

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